



Module 6

Unit 2

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Unit 2: Technology: delivering

Task 1: Multiple choice¹

Question 1

How can audio descriptions be delivered?

- a) Audio descriptions are always recorded.
- b) Either live (you are in the same place as the event takes place) or recorded.
- c) Live or recorded. When live, they can be in situ or remote.
- d) None of the above.

Question 2

How can audio descriptions be voiced?

- a) Always with a human voice.
- b) Always with a text-to-speech system.
- c) Either with a human voice or a text-to-speech system.
- d) Always with an expert voice talent.

Question 3

How can audio descriptions be produced?

- a) It is always a human process.
- b) It is always an automatic process.
- c) It can be either human or automatic.
- d) It can be human, automatic or semi-automatic.

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¹ The responses are based on the ADLAB PRO core videos. Only one answer is correct.

Question 4

Is the production process always the same?

- a) Yes, it always follows the same process.
- b) No, but it should always follow the same process.
- c) Live and recorded audio descriptions follow different processes.
- d) The process for live and recorded audio descriptions is different, and it is also different depending on whether the live content is improvised or planned.

Question 5

Who produces the audio descriptions for long series?

- a) Always the same audio describer to guarantee consistency.
- b) They can be written collaboratively by a team of describers with different styles.
- c) They can be written collaboratively by a team of describers who should follow the same style-sheet.
- d) In this case, they usually work in pairs.

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Unit 2: Technology: delivering

Task 2

Aim(s):

- To identify the technological possibilities for delivering audio descriptions, audio introductions and audio subtitling.

Grouping: group.

Approximate timing: 30 minutes in class.

Material and preparation needed:

- Learners are encouraged to read the essential references in the reading list prior to the class.

Development:

1. Learners are asked questions to generate a group discussion:
 - a. How can users access audio description on television/ at the cinema/ in museums/ at the opera/ etc.?
 - b. How can new interactive approaches to television improve accessibility?
 - c. What is the role of personalisation?
 - d. Can access services be hybridised? If so, how?
 - e. How can apps help?
 - f. How can technology help the elderly?
2. The trainer acts as facilitator, giving voice to all learners.

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Unit 2: Technology: delivering

Task 3

Aim(s):

- To analyse how audio descriptions, audio introductions and audio subtitles are delivered in the country where learners live.

Grouping: groups.

Approximate timing: 90 minutes in class.

Material and preparation needed:

- Possibility to show slide presentation.

Development:

1. Learners are asked to check at home how audio descriptions, audio introductions and audio subtitles are delivered in their country. Groups are created and are randomly assigned to one of the following AD types: theatre/opera, cinema, television, and museums. Each typology can be assigned to more than one group.
2. Once learners have done their research, they are asked to give a short presentation (for instance, a 10-minute Powerpoint presentation) on their findings in class.
3. Once all presentations are finished, there is a group discussion led by the trainer.

The creation of these training materials was supported by ADLAB PRO (Audio Description: A Laboratory for the Development of a New Professional Profile), financed by the European Union under the Erasmus+ Programme, Key Action 2 – Strategic Partnerships, Project number: 2016-1-IT02-KA203-024311.

The information and views set out in these training materials are those of the authors and do not necessarily reflect the official opinion of the European Union.

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